

WHAT IS CLAIMED IS:

1. A computer-implemented method of creating interactive visual content for display by a viewing application executing on a computer, the method comprising:
- receiving as an input a selection of a trigger event;
  - receiving as an input intermediate visual content;
  - automatically identifying a plurality of regions of the interactive visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs;
  - and
  - automatically generating the swap visual content from the intermediate visual content.
2. The method of claim 1, further comprising generating instructions operable to cause the computer executing the viewing application to display the swap visual content in the identified regions when the trigger event occurs.
3. The method of claim 1, further comprising:
- receiving as an input base visual content; and
  - automatically generating viewing visual content from the base visual content for display by the viewing application.
4. The method of claim 3, wherein the trigger event is associated with the base visual content.
5. The method of claim 3, further comprising providing a content division structure that divides the viewing visual content into a plurality of sections, and wherein automatically identifying the set of regions of the interactive visual content includes automatically identifying those sections of the visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

6. The method of claim 3, further comprising providing a content division structure that divides the viewing visual content into a plurality of sections, and wherein each section of the viewing visual content has a corresponding section in the base visual content.

7. The method of claim 6, wherein automatically generating viewing visual content includes generating a viewing image file for each section of the viewing visual content.

8. The method of claim 6, wherein the intermediate visual content includes a plurality of sections, each section of the intermediate visual content having a corresponding section of the base visual content.

9. The method of claim 8, wherein automatically identifying those sections of the interactive visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs includes determining, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

10. The method of claim 9, wherein a pixel-by-pixel comparison is performed in order to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

11. The method of claim 9, wherein automatically identifying those sections of the viewing visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs includes, for each section of the intermediate visual content:

calculating an intermediate checksum for that section of the intermediate visual content;

calculating a base checksum for the corresponding section of the base visual content; and

if the intermediate checksum differs from the base checksum, identifying the section of the viewing visual content associated with that section of the intermediate visual content as a section in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

12. The method of claim 9, wherein generating the swap visual content includes generating, for each section of the intermediate visual content that visually differs from the corresponding section of the base visual content, a swap image file derived from that section of the intermediate visual content.

13. The method of claim 3, further comprising:  
providing a content division structure that divides the viewing visual content into a plurality of sections; and  
generating instructions operable to cause the computer executing the viewing application to display the sections of the viewing visual content in a table.

14. The method of claim 1, wherein receiving intermediate visual content includes providing a user interface enabling a designer to edit intermediate visual content as an integral unit.

15. A computer program product, tangibly stored on a computer-readable medium, for generating interactive visual content to be displayed by a viewing application executing on a computer, comprising program instructions operable to cause a programmable processor to:  
receive as an input a selection of a trigger event associated;  
receive as an input intermediate visual content;  
automatically identify a set of regions of the interactive visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs; and  
automatically generate the swap visual content from the intermediate visual content.

16. The computer program product of claim 15, further comprising program instructions operable to cause the programmable processor to generate output instructions operable to cause the computer executing the viewing application to display the swap visual content in the identified regions when the trigger event occurs.

17. The computer program product of claim 15, further comprising program instructions operable to cause the programmable processor to:

receive as an input base visual content; and

automatically generate viewing visual content derived from the base visual content for display by the viewing application.

18. The computer program product of claim 17, wherein the trigger event is associated with the base visual content.

19. The computer program product of claim 17, further comprising program instructions operable to cause the programmable processor to:

provide a content division structure that divides the viewing visual content into a plurality of sections; and

automatically identify those sections of the visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

20. The computer program product of claim 17, further comprising program instructions operable to cause the programmable processor to provide a content division structure that divides the viewing visual content into a plurality of sections, and wherein each section of the viewing visual content has a corresponding section in the base visual content.

21. The computer program product of claim 20, further comprising program instructions operable to cause the programmable processor to generate a viewing image file for each section of the viewing visual content.

22. The computer program product of claim 20, wherein the intermediate visual content includes a plurality of sections, each section of the intermediate visual content having a corresponding section of the base visual content.

23. The computer program product of claim 22, further comprising program instructions

operable to cause the programmable processor to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

24. The computer program product of claim 23, wherein a pixel-by-pixel comparison is performed in order to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

25. The computer program product of claim 23, further comprising program instructions operable to cause the programmable processor to, for each section of the intermediate visual content:

calculate an intermediate checksum for that section of the intermediate visual content;  
calculate a base checksum for the corresponding section of the base visual content; and  
if the intermediate checksum differs from the base checksum, identify the section of the viewing visual content associated with that section of the intermediate visual content as a section in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

26. The computer program product of claim 23, further comprising program instructions operable to cause the programmable processor to generate, for each section of the intermediate visual content that visually differs from the corresponding section of the base visual content, a swap image file derived from that section of the intermediate visual content.

27. The computer program product of claim 17, further comprising program instructions operable to cause the programmable processor to:

provide a content division structure that divides the viewing visual content into a plurality of sections; and

generate output instructions operable to cause the computer executing the viewing application to display the sections of the viewing visual content in a table.

28. The computer program product of claim 15, further comprising program instructions operable to cause the programmable processor to provide a user interface enabling a designer to edit intermediate visual content as an integral unit

~~29. A computer-implemented method of creating interactive visual content for display by a viewing application executing on a computer, the method comprising:~~  
~~receiving as an input a selection of a trigger event;~~  
~~receiving as an input a selection of a trigger region of the interactive visual content associated with the trigger event;~~  
~~receiving as an input intermediate visual content;~~  
~~automatically identifying a set of swap regions of the interactive visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs to the trigger region; and~~  
~~automatically generating the swap visual content from the intermediate visual content.~~

30. The method of claim 29, further comprising generating instructions operable to cause the computer executing the viewing application to display the swap visual content in the identified regions when the trigger event occurs.

31. The method of claim 29, further comprising:  
receiving as an input base visual content; and  
automatically generating viewing visual content from the base visual content for display by the viewing application.

32. The method of claim 31, wherein the trigger region is associated with the base visual content.

33. The method of claim 31, further comprising providing a content division structure that divides the viewing visual content into a plurality of sections, and wherein automatically

identifying the set of regions of the interactive visual content includes automatically identifying those sections of the visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

add